

# Overview of Evidence-Based Interventions and The Community Guide

## Women's Wellness Connection's Definition of Evidence-Based:

Evidence-based is defined as the explicit and judicious use of current best evidence from systematic research to determine the most effective course of recruitment, such as The Community Guide to Clinical Preventive Services for evidence-based practices to increase cancer screenings. <http://www.thecommunityguide.org/cancer/index.html>

## What Does Evidence-Based Mean?

- ✓ An agency implements recruitment work that has been **PROVEN or SHOWN** to be effective by a credible, outside source (either through a group/agency, research paper, professional journal, etc.).
- ✓ Agency is able to say more than just “we plan to do this because we know it works”.

## Before Starting a Recruitment Activity Ask Yourself:

- ✓ What do I plan to do?
- ✓ What resources will I need to invest to make the activity successful? Is this realistic?
- ✓ How do I know the activity will work? Who else has done something like this?
- ✓ How will I track my success? (example: Is there an eCaST report I can use?)

## The Community Guide Recruitment Practices for Cancer Screening:

### A. Client-oriented interventions

Interventions	Breast Cancer	Cervical Cancer
<a href="#"><u>Client Reminders</u></a>	Recommended July 2010	Recommended July 2010
<a href="#"><u>Client Incentives</u></a>	Insufficient Evidence July 2010	Insufficient Evidence July 2010
<a href="#"><u>Small Media</u></a>	Recommended December 2005	Recommended December 2005
<a href="#"><u>Mass Media</u></a>	Insufficient Evidence October 2009	Insufficient Evidence October 2009
<a href="#"><u>Group Education</u></a>	Recommended October 2009	Insufficient Evidence October 2009
<a href="#"><u>One-on-One Education</u></a>	Recommended March 2010	Recommended March 2010
<a href="#"><u>Reducing Structural Barriers</u></a>	Recommended March 2010	Insufficient Evidence March 2010
<a href="#"><u>Reducing Client Out-of-Pocket Costs</u></a>	Recommended October 2009	Insufficient Evidence October 2009

### B. Provider-oriented interventions

Interventions	Breast and Cervical Cancer
<a href="#"><u>Provider Assessment &amp; Feedback</u></a>	Recommended October 2009
<a href="#"><u>Provider Incentives</u></a>	Insufficient Evidence October 2009
<a href="#"><u>Provider Reminder &amp; Recall Systems</u></a>	Recommended February 2006

**\*\*Insufficient evidence:** There is not enough evidence available for review to identify whether the practice works or not.